

December 2010

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Lanier Construction Still Standing Strong

This holiday season, Lanier Construction Company has a lot to be thankful for. Founded in February 1984, the family-owned highway construction firm located in Snow Hill, NC, will soon celebrate 27 years in business along with the completion of another successful bid opportunity with the N.C. Department of Transportation. Lanier Construction won the bid to complete a round-a-bout traffic circle at the main intersection for Campbell University in Harnett County. The project is estimated at \$517,000.

Company president David Lanier contributes their success to adhering to business basics. "Know your costs," he said. "Americans have faced problems before, and we've made the necessary sacrifices. At Lanier Construction, we're just sticking to what we learned when we first got started."

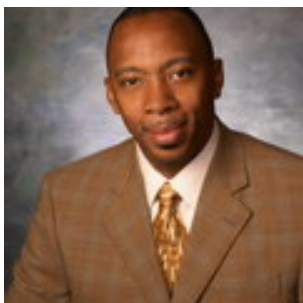
[See LANIER p.2]



Company president David Lanier (l), and treasurer Benjamin Lanier have been a part of the family business since it was founded in February 1984.

2011 Transportation Conference: 2/10/11 at McKimmon Center

Author, motivational speaker, and entrepreneur Dr. Calvin Mackie will be the keynote speaker for the upcoming Transportation Conference scheduled for Thursday, February 10, 2011. Mackie is the author of



Dr. Calvin Mackie will serve as keynote speaker for the Annual 2011 Transportation Conference.

The daylong event will be held at the McKimmon Center on the campus of N.C. State University.

"A View from the Roof: Lessons for Life and Business." He will speak to conference attendees on the theme: "Beyond the Limits... Small Business in a New Era of Transportation," an acknowledgement of the new business climate that poses fewer bid opportunities and increased competition for jobs.

[See CONFERENCE p.2]

"Naughty or Nice?"

Santa Claus is a wise fellow. Each year he has a written goal to make sure he only delivers gifts to those of us who have been more nice than naughty. It seems that as we age, we have to operate more by shades of grey than by definitive results. Unfortunately, many of us would receive lumps of coal if Santa went only by a definitive list of "naughty or nice..." Let's hope that is not the case and that he goes by a "more nice than naughty" standard when passing out gifts.

My point is that just like Santa, we should be checking our goals for 2010 to see if we were nice to ourselves and those in our circle of influence by accomplishing our objectives, or if we were naughty by allowing ourselves to get distracted and sidetracked from our goals throughout the year.

This process requires two tasks: the first is writing down our goals for the year, and the second is checking our list—once, twice or even more—to ensure that we stay on task throughout the year. I would guess that Santa has a process to determine when to check on us to see how we are doing, and he hits his goal every year. We should follow his example.

Best wishes for a safe and happy holiday season!



*Mr. Shelton Russell
BOWD Director*



2011 Conference Theme Highlights: "Beyond the Limits"

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Nina Szlosberg-Landis is the guest luncheon speaker for the 2011 Annual Transportation Conference.

The annual conference presents an opportunity for small business owners to meet with exhibitors representing government agencies and private companies. Throughout the day there are workshops and breakout sessions on topics relevant to business success.

BOWD director Shelton Russell said, "We are pleased to announce that author and speaker Dr. Calvin Mackie and transportation expert Nina

Szlosberg-Landis are our featured speakers for the 2011 conference. The wealth of knowledge they bring to the table, and the combined strength of their respective areas of expertise will prove to be very valuable to our conference attendees." Szlosberg-Landis serves on the Triangle Transit Board of Authority and the N.C. Board of

Transportation, representing environmental issues.

Mackie has won numerous awards, including the 2003 Presidential Award for Excellence in Science, Mathematics and Engineering Mentoring, in a White House Ceremony. He also was appointed to the 33-member board for the Louisiana Recovery Authority, the guiding agency to lead the state's rebuilding efforts following the catastrophic effects of Hurricanes Katrina and Rita. In 1992, Mackie co-founded Channel

Zer0, an educational and motivational consulting company. For more than a decade, he has been on the speaking circuit delivering presentations to Fortune 500 companies, non-profit organizations, civic and educational institutions around the world.



Lanier Construction Company Poised for Statewide Growth

[cont'd from p. 1]

That common sense approach has paid off. Lanier Construction will serve as prime contractor for the Harnett County project and will handle approximately 70 percent of the project specifications in-house, including grading and drainage. The job is slated for completion in May 2011.

Lanier said the company's greatest challenges right now are a result of a rise in energy costs such as gas and diesel fuel, and increased expenses for insurance and employee benefits. Participation in BOWD's Project Legacy has helped strengthen the company through workshops and business management training focusing on strategic planning and operations.

Henry Lanier, vice president of the company, said, "We've done quite a bit of work over the years with



Lanier Construction Co. works on a job site near downtown Durham.

NCDOT." He said the ability to get bonding for projects has sustained the company during the current recession and will lay the foundation to pursue more state and municipal work as well as continue expanding their geographic reach into the Sandhills, Triangle, and Triad regions of North Carolina.



BOWD Hosts Record-Breaking Construction Career Days

Approximately 700 Cumberland County high school students were among the 2,022 students from eastern North Carolina who checked out various career choices at the Construction Career Days 2010 held October 26-28, 2010, at the Crown Coliseum Expo Center.

Construction Career Days is a nationwide event that encourages young people to consider working in the construction industry and gives high school juniors and seniors an opportunity to learn about rewarding careers in the residential, commercial and highway construction industry.

During this three-day event, students were given hands-on access to power equipment and hand tools that are utilized by the construction industry. Engineers and equipment operators from the N.C. Department of Transportation gave students quick tutorials on heavy equipment machines and then let the students dig and fill holes, drive motorgraders and mowers, and get first-hand experience using standard tools of the trade. Contractor personnel, vendors, and university and community college representatives set up tables and demonstrations inside the Expo Center and were available to answer questions about training and educational opportunity for students interested in the construction industry.

Daryle Nobles, Cumberland County Schools Career and Technical Education Coordinator, and John Philligin, Fayetteville Technical Community College Division Chair, helped organize the event with primary sponsors: N.C. Department of Transportation and Associated Builders and Contractors (ABC). Volunteers from Cumberland County Schools and FTCC were on hand to help facilitate the event. The success of **Construction Career Days** is due largely to the ongoing partnership between local schools and representatives of the construction industry, including equipment dealers, commercial contractors, highway contractors, suppliers, government agencies and community organizations. Eighteen counties participated in this year's event, with students attending from 54 different schools. Wednesday, October 27, set a new record for attendance with 830 students, the largest in 28 events, according to DOT representative and On-the-Job Training manager Marvin Butler. Plans are already underway for next year's event.



Students at the Construction Career Days event get hands-on training from industry experts.

Executive Management Program Offered to N.C. DBEs

Enrollment for the 2011 Executive Management program is now open for North Carolina DBEs. Co-sponsored by NCDOT, the N.C. Institute for Minority Economic Development, and UNC-Chapel Hill's Kenan-Flagler Business School, the program aims to build capacity through the enhancement of strategic management techniques and business leadership skills. Participants in the program receive practical instruction

from business educators as well as from professionals that specialize in coaching and business development. The Executive Management program targets emerging disadvantaged businesses that have been in business at least two years and have sales in excess of \$300,000. Most of the participating companies are positioned for growth opportunities in highway construction and related areas. Visit www.NCBOWD.com to register.



Success Stories

Creating Successful Opportunities in Business



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